

**SPONSOR &
EXHIBITOR
PROSPECTUS**

March 24-25, 2020
IARA and NAAA meetings
begin March 23
Caesars Palace Las Vegas

WHERE CONSIGNORS CONNECT

CELEBRATING 25 YEARS★

CONFERENCE OF AUTOMOTIVE REMARKETING



IN CONJUNCTION WITH
INTERNATIONAL AUTOMOTIVE REMARKETERS ALLIANCE



www.CarConference.com

CELEBRATING 25 YEARS★

CONFERENCE OF AUTOMOTIVE REMARKETING



Since 1995, The Conference of Automotive Remarketing (CAR) has consistently been the meeting place for the remarketing community with more consignors in attendance than any other event of its kind. It's the main annual gathering where the auction industry decides on initiatives and establishes partnerships. CAR is organized with the National Auto Auction Association (NAAA) Spring Business Meeting and the International Automotive Remarketers Alliance (IARA) Spring Roundtable.

Ensure your company takes part in this exciting opportunity.

Exhibiting and/or sponsoring at CAR is your best opportunity to promote your automotive remarketing products, services and technology to the most qualified audience you will see this year.

ATTENDEE BREAKDOWN BY TITLE:

- Consignor
• Corporate/Executive Management
• Remarketing Manager
• Sales Manager
• Fleet Manager
• Business/Operations Manager



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100% OF ATTENDEES WOULD RECOMMEND THE EVENT TO A COLLEAGUE

250 ATTENDING COMPANIES REPRESENTED FROM 42 STATES AND 4 COUNTRIES

85% OF EXHIBITORS COUNT ON CAR TO MAINTAIN EXISTING AND OBTAIN NEW BUSINESS

90% OF EXHIBITORS AND SPONSORS WILL RENEW THEIR INVOLVEMENT AT CAR

30% ARE FIRST-TIME ATTENDEES; 26% HAVE BEEN ATTENDING MORE THAN 10 YEARS

*Stats courtesy of 2019 post-event survey

"This was our first time exhibiting at CAR and it was a great investment. We met with current partners and clients and had an opportunity to meet new prospects and other companies that we can work with in the future. We will certainly be back next year."

Mike Fischer, CEO, Automotive Software Advisors

"Professionally operated and well attended. A must opportunity for any one in the remarketing business."

Bob Rauschenberg, EVP, ADESA

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DIAMOND Sponsorship \$17,000

All DIAMOND sponsorship packages are inclusive of the following:

- 20'x20' exhibit space with premium space selection.
- Includes booth drape, carpet, 7" x 44" company identification sign, and liability insurance.
- Eight full access sponsor passes (Additional passes \$950 each).
- Logo placement under appropriate level on marketing materials, mobile app, website, entrance unit and sponsored items.
- Display ad for 90 days on Vehicle Remarket.com
- Post-show attendee roster including name, company, city and state.
- Website exposure maintained for up to three months after the event.
- One meter panel graphics with your custom graphics displayed on double-sided, 39" x 96" four-color signs.

Diamond sponsorship includes your choice of one of these enhancements:

EVENING RECEPTION*

Sponsor the CAR opening reception on Monday evening. Includes sponsor logo on signs at reception, logo napkins, and opportunity for servers to wear sponsor-provided logo apparel.

WEDNESDAY LUNCHEON*

Exclusive sponsorship of the buffet lunch in the Exhibit Hall. Includes logo recognition on event website schedule, mobile app, and onsite signage.

REGISTRATION SPONSORSHIP*

Front line branding exposure at registration. As the registration sponsor your logo is included on all registration signage and counters on site, as well as all pages of the online attendee registration website and printed registration forms.

EXCLUSIVE MOBILE APP SPONSORSHIP*

Bring the event guide into the palm of the attendees' hands with the official CAR mobile app! Your brand will appear on the Secondary Splash Screen each time a user opens the app! Your logo watermark will appear on the My Schedule page and banner ads will also be placed within the app. Plus, you'll be able to send out three Push Notifications to the attendees during the conference.

**Exclusive Sponsorship Opportunity*

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PLATINUM Sponsorship \$14,000

All PLATINUM sponsorship packages are inclusive of the following:

- 10'x20' exhibit space.
- Includes booth drape, carpet, 7"x44" company identification sign, and liability insurance.
- Six full access sponsor passes (Additional passes \$950 each).
- Logo placement under appropriate level on marketing materials, mobile app, website, entrance unit and sponsored items.
- Display ad for 90 days on Vehicle Remarket.com
- Post-show attendee roster including name, company, city and state.
- Website exposure maintained for up to three months after the event.
- One meter panel graphics with your custom graphics displayed on double-sided, 39"x96" four-color signs.

Platinum sponsorship includes your choice of one of these enhancements:

FULL DAY OF ALL NETWORKING BREAKS*

Sponsor a full day (Tuesday or Wednesday) of coffee service to be provided to all attendees! Includes logo on signs in break area. Add mugs with your logo for an extra splash (additional fee).

CONFERENCE TOTE BAGS*

Your company's name will be seen everywhere with your logo prominently placed on one side of the tote bags carried by all attendees during (and after!) the event.

OFFICIAL CAR CONFERENCE JOURNAL*

A great tool for CAR attendees while in session. Your company logo will be printed on custom journals, included in the conference tote bags given to every attendee.

CLOSING AWARD CEREMONY & HOSTED MIXER*

Attendees will have the opportunity to mingle and enjoy refreshments in the general session room before being seated for the closing keynote and awards presentation. Includes logo on signage and opportunity to place collateral on seats in the room. Your logo will appear on screen as attendees enter the room prior to the session.

CHAIR COVERS*

A great way to get your company noticed. Your company's logo will be prominently placed on all chair backs in the CAR general session room or concurrent seminar room(s). All day exposure for Tuesday or Wednesday.

WEDNESDAY GENERAL SESSION*

Your company brand will appear front and center in Wednesday's general session, with your logo on room signage and you will have the opportunity to place your company collateral on the tables.

SHOW FLOOR LOUNGE (20X20)*

Attendees can relax in a comfortable lounge right on the show floor while they enjoy refreshments and learn about your company's services. You'll have the opportunity to place your collateral in the lounge area.

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GOLD Sponsorship \$9,000

All GOLD sponsorship packages are inclusive of the following:

- 10'x10' exhibit space.
- Includes booth drape, carpet, 7"x44" company identification sign, and liability insurance.
- Three full access sponsor passes (Additional passes \$950 each).
- Logo placement under appropriate level on marketing materials, mobile app, website, entrance unit and sponsored items.
- Display ad for 60 days on Vehicle Remarket.com
- Post-show attendee roster including name, company, city and state.
- Website exposure maintained for up to three months after the event.
- One meter panel graphics with your custom graphics displayed on single-sided, 39" x 96" four-color signs.

Gold sponsorship includes your choice of one of these enhancements:

HYDRATION STATION*

We'll have water available in key locations throughout the conference. Your company logo will appear on signage at each station.

FLOOR STICKERS*

Put your message throughout the exhibit hall, in the most visible place: the floor! Direct attendees to your booth with custom printed floor decals.

DIRECTIONAL SIGNAGE SPONSOR*

Your company logo will appear on all directional signs for the event. Attendees will see your logo prominently displayed as they look for a session or event. (Does not appear on signs pertaining to other sponsored items). Also includes one 8-hour human directional. Opportunity for directional to wear sponsor – provided apparel (hat or shirt).

BRANDED PHONE CHARGING STATION*

Place a custom electronic charging station in the main foyer. One unit will have charging stations for almost all types of electronic devices. Includes power and your company graphics for an excellent branding opportunity.

POCKET SCHEDULE*

Put your logo on the schedule that includes all keynotes, panels and workshops that fits into your pocket.

SET OF CONCURRENT SESSIONS*

Place your brand front and center in the concurrent sessions! Your logo will be on room signage and you'll have the opportunity to place your collateral on the table tops in all rooms during one set of concurrent sessions.

OFFICIAL EVENT PENS*

The only pen that will get distributed officially at CAR with your logo.

OFFICIAL EVENT NOTEPADS*

Notepads with your company logo will be placed on table tops in all session rooms for attendees to take notes while in sessions.

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SILVER Sponsorship \$6,500

All SILVER sponsorship packages are inclusive of the following:

- 10'x10' exhibit space.
- Includes booth drape, carpet and 7"x44" company identification sign.
- Two full access sponsor passes (Additional passes \$950 each).
- Logo placement under appropriate level on marketing materials, mobile app, website, entrance unit and sponsored items.
- Post-show attendee roster including name, company, city and state.
- Website exposure maintained for up to three months after the event.

Silver sponsorship includes your choice of one of these enhancements:

METER PANEL GRAPHICS

Put your message on display on one single-sided, 39" x 96" four-color signs in the main foyer. That's eight feet high! Signs will remain up during the entire event.

WEB BANNER AD

Place a display ad on the CAR website for 90 days.

PRE- OR POST-EVENT PROMO

Get a customized email out to registered attendees before the show – draw traffic to your booth and be ahead of the game. Dates will be assigned within one month prior or one month after CAR.

VEHICLE REMARKETING - ADVERTISING PACKAGE (90 DAYS PROGRAM)

Advertise in *Vehicle Remarketing's* website & Newsletter. VehicleRemarket.com covers and reports on the automotive needs of the remarketing industry, including fleet management companies, retail lessors, auto manufacturers and captive finance companies, banks, and daily retail companies. Each week, we send out the top news stories and press releases for this market via our VR Reporter, reaching hundreds of remarketing and fleet industry professionals. Have your marketing message show on both the website and Newsletter for additional branding.

BRONZE Sponsorship \$3,500

- Two full access sponsor passes (Additional passes \$950 each).
- Logo placement on website and mobile app.
- Post-show attendee roster including name, company, city and state.
- Website exposure maintained for up to three months after the event.

EXHIBIT Space \$2,600

All exhibit booth spaces are inclusive of the following:

- 10'x10' exhibit space.
- Two full access exhibitor passes (Additional passes \$950 each).
- Booth drape, carpet, 7"x44" company identification sign and liability insurance.
- Company listing in mobile app.
- Post-show attendee roster including name, company, city and state.
- Website exposure maintained for up to three months after the event.

* No substitutions on sponsorship inclusions.
Exhibit space, if not used, will be forfeited.

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ADDITIONAL Enhancements

Only available to sponsors or exhibitors:

○ **Meter Panel Graphics**
\$1,500/1 or \$2,800/2

Put your message on display on double-sided, 39" x 96" four-color signs in the main foyer. That's eight feet high! Signs will remain up during the entire event.

○ **Web Banner Ad (limited availability!)**
\$1,500 ea

Place your company ad on the CAR website. Animate it and link it to your website for 90 days.

Pre- or Post-Event Promo
(limited availability!)
\$2,000 ea

Get a customized message out to registered attendees before the show – draw traffic to your booth and be ahead of the game. Dates will be assigned within one month prior or one month after CAR.

○ **Booth Package**
\$450

Includes a 6' draped table 2 side chairs and a wastebasket.

○ **Vehicle Remarketing**
\$1,575 (90 Days Program)

Advertise in *Vehicle Remarketing's* Website & Newsletter. VehicleRemarket.com covers and reports on the automotive needs of the remarketing industry, including fleet management companies, retail lessors, auto manufacturers and captive finance companies, banks, and daily retail companies. Each week, we send out the top news stories and press releases for this market via our VR Reporter, reaching hundreds of remarketing and fleet industry professionals. Have your marketing message show on both the website and Newsletter for additional branding.

○ **Conference Tote Bag Insert**
(limited availability!)
\$1,450 ea

Don't miss this great opportunity to include one promotional item (no pads, pens or water bottles) in conference tote bag. Sponsor to supply insert, gadget or item of your choice. (No printed literature, promotional items with logos only.)

If you have an idea or promotional item you don't see offered, contact Joni Owens for availability and pricing!
For more information, contact Joni Owens: 310.533.2530 or joni.owens@bobit.com.

Meeting Room Rental

Available for sponsors or exhibitors only:

Invite your customers to an exclusive meeting room, centrally located within CAR Conference area. Sign included.

OPTION #1 BY THE HOUR
\$200* per hour

By the hour (limited to one hour per day, per company)

OPTION #2 BY THE DAY
\$2,800*

* Food and beverage, audio video at sponsor's expense and coordination.



2020 SPONSORSHIP COMPARISON GRID

Features

ON-SITE EXPOSURE	Diamond	Platinum	Gold	Silver	Bronze
Exhibit Space	20'x20'	10'x20'	10'x10'	10'x10'	
Full access sponsor pass	8	6	3	2	2
Logo recognition on marketing materials, mobile app, website, entrance unit & sponsored items	H	H	H	H	
Display ad on VehicleRemarket.com	90 days	90 days	60 days		
Post-show attendee roster	H	H	H	H	H
Website exposure maintained for up to three months after the event	H	H	H	H	H
Meter Panel	H	H	H		
Investment	\$17,000	\$14,000	\$9,000	\$6,500	\$3,500

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List of Past Attending Companies

- 1-94 Vehicle Auction
- 166 Auto Auction
- 5s Consulting
- 71B Auto Auction
- Abingdon Auto Auction
- ACDelco-GM
- Acertus
- ACV Auctions
- ADESA
- Advantage Rent a Car
- AFC
- Akron Auto Auction
- Albany Auto Auction
- ALG, Inc.
- Alliance Auto Auction
- Alliance Inspection Management
- Allied Solutions
- All State Auto Transport
- Ally Financial Services
- Ally Servicing, LLC
- Ally SmartAuction
- Alpine Auto Auction of Gaylord, LLC
- America's Auto Auction
- America's Auto Auction Pensacola
- American Credit Acceptance
- American Fidelity Assurance
- Americas Auto Auction
- Americas Auto Auction Chicago
- Americas Auto Auction Harrisburg
- Americas Auto Auction Interstate 94
- Americas Auto Auction West Michigan
- Amerifleet
- ARI
- ARI Fleet
- ARI Global
- ARI Resources International
- Arthur J Gallagher & Co.
- Arvig
- Asbury Automotive Group
- Aston Barclay
- Auction Academy
- Auction Broadcasting Company
- Auction Credit
- Auction Edge, Inc.
- Auction Frontier, LLC
- Auction Insurance Agency
- Auction Management Services
- Auction Management Solutions, Inc.
- AuctionAccess
- AuctionVcommerce
- Audi of America
- Auto Auction Holdings
- Auto Auction of Montgomery
- Auto Auction of New England
- Auto Auction Services Corporation
- Auto Data Direct, Inc
- Auto Exchange
- Auto Finance News
- Auto Financial Group
- Auto Remarketing
- Auto Use
- Auto - ISAC
- Auto1
- AutoCheck Auctions
- AutoIMS
- AutoLink Rental
- AutoMap
- Automobile Technologies
- Automotive Fleet
- Automotive News
- Automotive Resources International
- Automotive Service Enterprise, Inc.
- Automotive Software Advisors, LLC
- Autonation Auto Auction
- AutoTec
- AutoVIN
- AVDA Auction
- Avis Budget Group
- AVN Group
- Badger State Auto Auction
- Bank of America
- Barnett Truck Leasing
- BCA
- BCG
- Bel Air Auto Auction
- Belton Auto Auction
- Beyaz Filo
- Big Valley Auto Auction
- Black Book
- Black Widow Imaging
- Bluestar Auto Movers
- Bradley Automotive Group
- Brasher's Idaho Auto Auction
- Brasher's Northwest Auto Auction
- Brasher's Portland Auto Auction
- Brasher's Reno Auto Auction
- Brasher's Sacramento Auto Auction
- Brasher's West Coast Auctions
- Bridgecrest Credit Co.
- BSC America - ServNet
- BSC America/Bel Air Auto Auction
- BSC America/Tallahassee Auto Auction
- Budget Rent A Car
- Buggy
- C and F Finance Company
- C&F Finance/C&F Remarketing
- Capital Auto & Truck Auction
- Capital Auto Auction
- Capital City Auto Auction
- Capital One
- Capital One Auto Finance
- Caprock Auto Remarketing;
Innovate Auto Finance
- Captial Auto Auction, LLC
- Car Delivery Network
- Car Keys Express
- Car360
- CARFAX, Inc.
- Carfund, LLC
- CARite, Inc.
- CarLotz
- CarMax
- Carmony
- Carolina Auto Auction

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- Carolina/Stateline/OKC/Indiana/McConkey Auto Auctions
- CarPick
- CarProof
- CARS
- Cars Arrive Network
- CARS Recon, Inc.
- Carvana
- Cash for Clickers
- Genizo Financial
- Central Auto Auction
- Central Mass Auto Auction, LLC
- Challenge Financial Services
- Charitable Adult Rides and Services
- Charleston Auto Auction, LLC
- Chase Vehicle Remarketing
- Cherokee Media Group
- Chetu, Inc.
- Christy's Auto Rentals, Inc.
- Chrome Data Solutions
- Chrysler Group, LLC
- City Enterprises
- City Fleet
- Clark County Auto Auction
- Cloud one
- Coastal Bend Rent A Car, Inc. dba Avis Rent A Car
- Coatue Management
- CoBank
- Cognosco, Inc.
- Columbus Fair Auto Auction
- ConditionReports.com
- Copart
- Corpus Christi Auto Auction
- Corry Auto Dealers Exchange
- Cox Automotive
- Cox Automotive Mobility
- Credit Acceptance Corporation
- DAA
- DAA Chattanooga
- DAA Memphis
- Dealer Tire, LLC
- DealerbuyNOW
- Dealers Auto Auction Group
- Dealers Auto Auction of Idaho
- Dealers Auto Auction of the Rockies/Southwest
- Dealers Auto Auction of the Southwest
- Dealers Choice Auto Auction
- DealersOnline
- Deloitte
- Delta Automotive Services
- Demetry DeCarlo, LLC
- DENSO Products and Services Americas
- Dent Wizard Internation
- DESIGNWORKS - AMG
- Direct Automotive Services
- Dixie Auto Auction
- DriveltAway
- El Paso Independent Auto Auction XLerateGroup
- Element Corp.
- Element Fleet
- Elite Transport Services
- Enchère Auto ESP
- Enterprise Holdings
- Experian
- ExpoEase
- Expressway Auto Auction, Inc.
- Fair
- FastLane Auto Exchange
- Fiat Chrysler Automobiles
- Fifsg
- Fifth Third Bank
- First Investors Financial Services
- Ford Motor Co.
- Fort Wayne Auto Truck Auction
- Fusion Auto Finance
- Fusion Auto Finance, LLC.
- Gallagher
- General Motors
- General Services Administration
- GM Financial
- GM Financial - Canada
- Golden Supply, Inc.
- Grand Rapids Auto Auction
- Greater Erie Auto Auction
- Greater Kalamazoo Auto Auction
- Greater Rockford Auto Auction
- Greensboro Auto Auction
- Greenville Auto Auction
- GSA
- GSA Fleet
- GSA Fleet Management
- Harley Davidson Financial Services
- High Tech Locksmiths
- HMR Auction Services, Inc.
- Honda Financial Services
- Houston Auto Auction
- IAA
- IAS - Integrated Auction Solutions
- Impact Auto Auctions
- Int'l Automotive Remarketers Alliance (IARA)
- Integrated Auction Solutions
- J.D. Byrider
- J.D. Byrider/CNAC
- Jack Cooper Logistics
- Jim Pattison Lease
- KAR
- Kars-R-Us
- KCI Kansas City
- Kesler Schaefer Auto Auction
- Kia Motors America
- KINECTA Federal Credit Union
- LA 1st Choice Auto Auction
- Lake Charles Auto Auction
- Larry H. Miller Fleet Lease
- LeasePlan
- Lenders Assistance Corp
- Lendmark Financial
- Liquid Motors
- Lobel Financial
- Location Services
- Louisiana's 1st Choice Auto Auction
- Lyft
- M&T Bank
- Manheim
- Masney Auto Transport, Inc.

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- McConkey Auction Group
- Memphis Auto Auction
- Merchants Fleet
- Metro Auto Auction
- Mid-State Auto Auction
- Missouri Auto Auction
- MonroneyLabels.com
- Morton Auto Auction
- Motorlease
- Mt. State Auto Auction
- National Auto Auction Association
- North Bay Auto Auction
- Northcoast Research
- Norwalk Auto Auction
- NuVinAir, LLC
- PPG Industries
- Rawls Auto Auction
- RCG Logistics
- Red Mtn. Technologies
- Remarket Automotive
- Richmond Auto Auction
- Rochester-Syracuse Auto Auction
- RPM
- Rush Logistics
- Safelite AutoGlass
- Sagent Lending Technologies
- San Antonio Auto Auction
- Santander Consumer USA
- SCI Lease Corp
- Select Remarketing Group, LLC
- ServNet
- SGS
- SGS, Transportation - Field Services
- Sherwin Williams Automotive Finishes
- Ship Your Car Now / SYCN
- SKIPCO AUTO AUCTION
- Snapshot
- Southbay Auto Auction
- Southeast Toyota
- Southern Auto Auction / SAA
- SpinCar
- State Line Auto Auction
- State Line, DAA OKC, Carolina, Indiana & MAG Auction Group
- Stinger Chemical Company
- Strategic Remarketing Solutions
- Stream
- T B Group / Bradleys Auto Co
- Texas Lone Star Auto Auction - Lubbock
- The Hertz Corporation
- The XLerate Group
- Toyota Financial Services
- Toyota Motor North America
- TPC Management Co.
- TradeRev
- U-Haul
- Union Pacific
- United Auto Credit Corporation
- United Road
- Used Car News
- Van Wagenen
- Vehicle Acceptance Corporation
- Vogelheim Ventures
- Volkswagen Credit / Audi Financial Services
- WeGoLook
- Wells Fargo
- Wheels Automotive Dealer Supplies, Inc.
- Wheels, Inc.
- WholesaleResourceGroup.com
- Wolfe's Auto Auctions
- Xcira, LLC
- XCover
- XLerate Group
- Z66 Auto Auction

"CAR has the perfect format for exhibitors! We had time to meet attendees in the exhibit hall and to network at the show. The Bobit staff gave us exceptional support and they were a pleasure to work with. I highly recommend their conferences."
John Pas, SVP, Business Development, Syracuse, New York

"This was a successful event for us to exhibit and sponsor at. We were able to make a splash into this arena and I look forward to the opportunities and future working partnerships that were built from CAR."
Alicia Forte Morrone, National Sales Manager, Copart Inc., San Diego, California

"The Conference of Automotive Remarketing is always a great opportunity to develop new connections, new friendships, and definitely new business."
Maria Acuna, Controller, Big Valley Auto Auction Donna Texas